

## The Enterprise View:

***Maintaining Momentum in a  
Weak Economy***



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### **Maintaining Momentum in a Weak Economy**

- The eGovernment landscape in 2002
- Thinking differently
- Efficiency is the 'e' in eGovernment
- The most important driver of eGovernment success
- Benchmarking & best practices: What's working?
- Key success factors
- Questions & answers



*Question:*

Is the economy a momentum builder or a momentum killer for your eGovernment initiatives?

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## The eGovernment Landscape in 2002

- **45 states** reported **budget deficits** in excess of **\$50 billion** this year
- In 2003, **state budget shortfalls** are expected to hit **\$75 billion**
- At the same time, **availability of eGovernment** continues to grow:
  - **37 states** currently have at least one **end-to-end interactive service**
  - In 2002, NIC's **17 partner states** have launched more than **130 new applications**
- **Citizen & business demand** for online services is also **increasing**

## Thinking Differently about eGovernment Funding

### *How can state agencies & departments develop eGovernment services in this economy?*

1. **Spend money for outsourcing**

**Challenges:** There's simply **not much money** to spend, and **funding may disappear** before key projects are finished.

2. **Build services in-house**

**Challenges:** **Technical resources** are frequently in **short supply**, and governments often have **competing priorities**.

3. **Use a self-funding solution**

**Benefits:** Leverage a **proven business model** to deliver eGovernment services at **minimal cost**.

## Thinking Differently About Politics, Processes, and People

- **Where's the political win for eGovernment?**

Remember that **nobody** has ever been **elected** for **raising taxes** or **spending money** on **behind-the-scenes technology**.

- **What does eGovernment really mean?**

Focus on services that **constituents see & use** – **not back office solutions** and **never-ending consulting** projects

- **It's all about technology, right?**

Technology is a **means to an end** – **not the end in itself**. eGovernment **leverages technology** to **generate efficiencies** for constituents and government users.

## Efficiency is the 'e' in eGovernment

### Citizen & Business Motivators

- They **don't** want to deal with government.
- Familiar constituent refrain: **“Help me to work smarter, not harder.”**
- Quite simply, they want **online solutions** that are:
  - Simpler
  - Faster
  - Cheaper
  - Available 24/7

### Government Motivators

- Benefits of **cross-agency collaboration**:
  - Shared technical personnel
  - Shared platforms & software
  - Faster launches and simpler access to services
- Seize the opportunity to **“grab the savings:”**
  - For example, a new online health care database lookup **delivered \$500,000 in savings** in Virginia

## The most important driver of eGovernment success

Online government is not a Field of Dreams...



**HINT:** If you build it, **they won't come** – unless you market it properly.





## **Adoption is the most important driver of eGovernment success**

- The marketplace is **filled with noise** – the only way to **attract users** is to **develop marketing campaigns**:
  - Targeting industry associations and heavy user groups
  - Advertising in trade publications
  - Media relations
- Take advantage of **existing government communication channels**:
  - Printing URLs on renewal notices
  - Linking online services to related Web sites
  - Encourage officials to become eGovernment evangelizers
- Ensure that **internal audiences** (government decision-makers, influencers, and users) understand and can **communicate the benefits** of eGovernment.
- **HIGHER ADOPTION = HIGHER TAX REVENUES:** In the first eight months, [RI.gov](http://RI.gov) generated an **additional \$1.5 million in statutory fees** through **increased adoption** of Rhode Island's online driver's license records

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## **Benchmarking & best practices: What's working?**

### **New state eGovernment services from around the country:**

- Iowa's **integrated county property tax system**: Payments to 70 of 99 counties available through a single state-run Web site
- Oklahoma's **retirement system benefit lookup system**
- Nebraska's comprehensive **business services portal**
- **Wireless portal** applications & **live online customer service** in Virginia
- 50+ **professional license renewals** through a single site in Tennessee
- Indiana's **limited criminal history searches**
- **Unclaimed property searches & reverse auctions** in Arkansas

## Benchmarking & best practices: What's working?

### A range of solutions with extraordinary adoption results:



UCC filings - 79%



Police records - 71%



Hunting & fishing licenses - 66%



Patient eligibility verification - 56%



Building permits - 37%



Professional license renewals - 33%



Income tax payments - 11%



Vehicle registration renewals - 9%

## Key success factors

- Develop a **legislative mandate** for eGovernment:
  - Protect revenue streams
  - Maintain/increase statutory fees
- Foster an **entrepreneurial environment** that encourages **application development**
  - Empower state agencies & departments
- Keep it **simple and consistent** -- maintain a **common look & feel** for all state government sites
- Find ways to increase **intergovernmental cooperation**
  - Constituents want fast & easy solutions, and they don't want to understand the structure of government

## Key success factors

- Treat eGovernment as a **business proposition** and focus on **practical, value-added projects**
- Advocate an **enterprise-wide approach** by **eliminating redundant “stove pipe” efforts**
- Remember that state & agency **size is not a limiting factor**:
  - Virginia, Maine, Indiana – 2002 Best of the Web winners
  - Kansas – 2001 Digital State Survey winner
  - Idaho – 2002 Best of the Web finalist & 2001 DSS honoree
- **Talk to your users --** Gather feedback from **major audiences** so you can **build eGovernment services** that constituents **actually want**
- Foster **intergovernmental teamwork** by working proactively with your **CIO** and the **governor’s office**

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**How can we help maintain your eGovernment momentum?**

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## Questions & Answers